

COLLECTOR'S COURIER

THE GIVING SPIRIT

Local Clubs Make Christmas Last All Year

Santa's job gets a bit easier each year with a boost from Keepsake Ornament collectors who demonstrate the spirit of giving in creative ways. Our holiday issue seems the perfect place to spotlight a few clubs whose generosity of spirit may spark an idea with other local club members.

In Santa Clarita, California, the Hooked on Hallmark Collector's Club puts a priority on helping others. "Besides having fun, our main purpose is community service," reports Robin Tetef, president of the 3-year-old club.

To generate revenues for their ongoing philanthropic projects, club members assist their sponsor, Bonnie and Irene's Hallmark, at the annual Keepsake Ornament Premiere.

During the event, club members sell tickets for an ornament raffle to be conducted at an upcoming collector's show.

Hooked on Hallmark club members also were successful at selling club pins during last year's EXPO.



With the proceeds, the club made a donation to a women's shelter that provides temporary housing for victims of domestic abuse.

At each club meeting, members bring items to donate to their local food pantry. And, as the holidays approach, members help Santa by preparing Christmas stockings. "Our members decorate the stockings as simply or elaborately as they want," says Robin.

"And during a club meeting, we will fill them with goodies, and then distribute them to the women's shelter or our local Optimists Club."

continued on next page

Top and center:

Members of the Santa Clarita Hooked on Hallmark Collector's Club focus on helping others through a variety of club activities.

Left: Keepsake Patrollers gathered at the home of club president Kathy Kwiattkowski last year to contribute to Toys for Tots, sponsored locally by the United States Marine

Corps Reserve, 1st Battalion, 24th Marine Regiment, Detroit, Michigan.

Inside This Issue:

- LOCAL CLUB TOUR REVIEW
- ARTISTS' SCRAPBOOK
- YEAR 'ROUND DECORATING IDEAS
- SPRING ORNAMENT PREVIEW



The Keepsake Patrollers of Rochester Hills, Michigan, donated to five different charities during their first year as a club. "We're a fun-loving bunch of people who care about the next person," says club president, Kathy Kwiatkowski. Recipients of the Keepsake Patrollers' generosity included the annual food and clothing drive for the Salvation Army, Toys for Tots and Leader Dogs for the Blind.

The U.S. Marines, sponsor of Toys for Tots, visited a Keepsake Patrollers club meeting (see photo on cover) to recount stories of children whose faces light up when they receive a new toy for the first time in their lives. The Marines also assured club members that needy children in the local community receive the toys.

Sometimes there is a personal connection to a charitable organization, as was the case with Leader Dogs for the Blind. A club member who trains leader dogs introduced members to the national organization based in Rochester Hills. After making their donation, club members toured the facility.

Keepsake Patrollers raise their philanthropic funds through the sale of their club merchandise, such as pins, sweatshirts, tote bags and t-shirts, as well as through an October collector's show, called "Here Come the Holidays."

"I'm always amazed at how generous our club members are," says Kathy. "We hope to do more next year."



MEMORABLE MOMENTS

For me, the November *Collector's Courier* signals the end of the Club year and a time to look forward.

Even though I'm very excited about the 1997 Club offering (hint: it's based on a holiday classic!), I wanted to reflect on some memorable moments from our historic 10th anniversary year.

1996 brought a number of Club "firsts." The first-ever Club-exclusive series was introduced with the first-in-a-series Club Edition Ornament starring BARBIE™. This year also marked the first time the Club offering was coordinated around a single theme—Rudolph the Red-Nosed Reindeer®.

The Club hit the road this summer for the first officially sponsored Local Club Tour. There are now more than 300 active Hallmark Keepsake Ornament local clubs across the U.S. and Canada (including Alaska and Hawaii). And the National Club published the first monthly *Local Club Newsletter* exclusively for local club presidents and their retail sponsors.

This fall, Artists On Tour traveled to eight new cities. This special signing event marked the fourth and final edition of the event-exclusive Keepsake Signature Collection, "Santa's Toy Shop," sparking excitement about what will come next.

As we look back fondly on 1996, I believe that the new year will bring even more opportunities for Keepsake Ornament fun!

Happy Holidays!

Lynn Wylie
Manager, National Keepsake Ornament
Collector's Club

GIFTS THAT KEEP ON GIVING

Although we can't highlight *all* the local clubs who contribute generously to their communities, here are two more who demonstrate the giving spirit:

Noel Dreamers, sponsored by Louise's Hallmark of Greensboro, North Carolina, paid tribute to a member who had passed away by donating a Christmas tree with ornaments to the hospital floor where she had been a patient. Each year, the tree—complete with a commemorative plaque—is decorated in her honor. "Doing something in remembrance of our friend 'Fran' Day and doing a community service project all tied together very nicely," says the club's founding president, Danny Amos.



Mary Anne Amos, patient care coordinator and member of the Noel Dreamers club, poses with the tree the club decorates at the hospital each year in memory of club member "Fran" Day (left).

The Bartlett Tree Trimmers of Bartlett, Tennessee, wanted to give a gift that kept on giving to residents of an area nursing home. Capitalizing on a spacious glassed-in porch overlooking an area of huge trees, members assembled bird feeders and a shepherd's-style hook to hold the feeders. "We also gave the residents a bird book so they could identify the birds," says the club's vice-president of philanthropy, Joyce Bellamy. "We wanted to give them something they could enjoy every day."



Joyce Bellamy, Mary Crone and Kathy McCray of the Bartlett Tree Trimmers hang a bell feeder at a local nursing home.

NOTES FROM THE ROAD

National Club Representatives Visit Local Clubs

Thousands responded to the local club survey in last November's *Courier* by voicing a strong desire for visits from the National Club. Well, you asked for it and you got it!

Beginning in May, representatives from the National Club visited cities in 16 states and over 130 local clubs over the course of three months. These meetings brought area clubs together to share information.

“Local clubs in attendance were thrilled to hear about ideas that worked for other clubs.”

—Tex Ann Kraft

“Each club was given an eight-foot table to display their club pins, tote bags, newsletters, ornament decorating ideas, t-shirts, fundraising projects, cookbooks, club ornaments and scrapbooks,” explains National Club Assistant Manager Tex Ann Kraft, who headed up the local club tour. “One club even displayed a yummy raspberry cake shaped like an ornament!”

The tour also gave the clubs a chance to talk about the strong support their sponsoring retailers provide.

A “show and tell” was at the heart of the program, with each group sharing their own club highlights and history. “Local clubs in attendance were thrilled to hear about ideas that worked for other clubs. Our hope was that they would become inspired to try new ideas,” says Tex Ann.

National Club representatives displayed special Keepsake Ornament Premiere products, offered a sneak peek at the Keepsake Signature Collection piece and Artists On Tour-exclusive ornaments, local club newsletters from around the country, a map showing local club pins from around the United States and Canada, special items that local clubs have shared with the National Club, as well as a few added surprises.

But the National Club was not the only one with surprises up their sleeves! The Motor City Roadrunners came to the Lansing, Michigan, meeting decked out in Maxine outfits—complete with sunglasses and bunny slippers, while the Kansas City “Hometown” Collector’s Club brought “Esterlita,” Maxine’s second cousin twice removed.

In Albuquerque, the Feliz Navidad Collector’s Club wore sombreros as they serenaded the room with a Spanish Christmas song. And in St. Louis, the Santa’s Support

Group club announced the “birth” of their new club by pretending their local club president was going into labor and later handing out bubble gum cigars!

The Noel Dreamers Ornament Collector’s Club in Greensboro, North Carolina, tested their local history trivia on Tex Ann. Her correct answers to the quiz earned her a beautiful Greensboro ornament.

As these antics help demonstrate, no two local clubs are the same. They range from clubs with just a few members who gather around someone’s kitchen table to discuss their latest Keepsake Ornament garage-sale finds, to clubs with several hundred members, a constitution and by-laws.

But all clubs like to have fun! From progressive dinners to Keepsake Ornament bingo, from scavenger hunts to annual charity auctions, club members enjoy the chance to be around other collectors who share their passion.

According to Tex Ann, the camaraderie and generosity demonstrated by local clubs make it clear that “...they keep the spirit of Christmas alive all year ’round!”

Editor’s Note: For a list of local clubs in your area, write to the Club address on the back of this newsletter. Members of the national Club and Hallmark retailers can also write to the Club to request a packet of information on starting a local club.

Single-use cameras were given to each local club to capture moments like these during the local club tour.



HOLIDAY SCRAPBOOK

Keepsake Ornament Artists Share Holiday Memories

We recently asked our Keepsake Ornament Studio Artists to share some of their holiday memories from childhood. Here are just a few of their favorite stories.

"Every Christmas Eve, our extended family had a big supper and gift exchange at our house. One very special year my Mother arranged for 'Santa' (a neighbor who owned a Santa suit) to come and hand out the gifts to everyone. The adults were trying to figure out who 'Santa' was, and the children were delighted! The most fun was when Santa took us all on his knee, adults included, and asked us if we'd been bad or good."

—LaDene Votruba

"My Mom and Dad liked to keep up with the newest trends. When aluminum Christmas trees came out, we were the first in our neighborhood to have one—along with a color-wheel light. I remember standing outside in the yard with our neighbors, looking in through our picture window and watching with amazement as the silvery tree changed colors ...from red, to green, to yellow, to blue."

—Don Palmiter



"When I was 12 years old, my Mom and I 'decided' I was old enough to get more practical gifts for Christmas—not dolls. But inside, I was secretly hoping for a doll. Christmas day, all the packages under the tree were opened, but no doll. I almost cried. Then, to my surprise, my oldest brother pulled back the curtain and sitting there, in a pink satin dress with netting and sequins, was the most beautiful doll I had ever seen. My Mom had bought the doll's body, found a beautiful long blonde wig, and made the dress herself. I still have that doll and the wonderful memories of the sacrifices Mom made to make my Christmas special."

—Joyce Lyle

"One of my favorite Christmastime memories is of Father and myself looking for a Christmas tree on Casper Mountain. We located a beauty on a steep slope, but Dad had trouble felling the tree. So, he climbed up into the tree and began shaking it. There was a loud 'crack,' some shouting, and Dad and tree came rolling down the slope in the snow. But what a beautiful tree! Thanks, Dad."

—John "Collin" Francis

"As I recall, I was about 3½ years old and this was my first visit with Santa. I was very impressed with his beard. Hmmm..."

I'm not sure what I asked for but I remember a windup metal train set was under the tree that Christmas. I have a three-inch scar on my right knee from falling onto the caboose. I still enjoy trains. I'm just a little more careful where I leave them."

—Lynn Norton



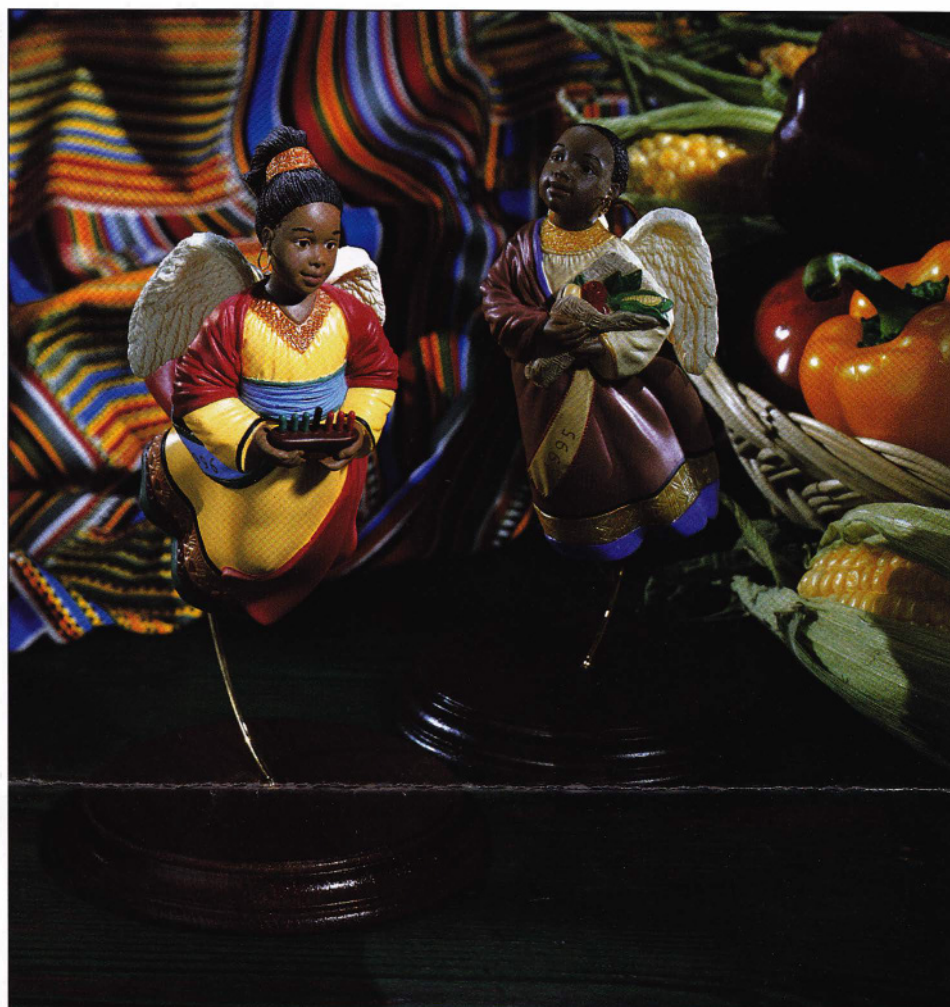
HISTORICALLY SPEAKING

Celebrating Kwanzaa and Christmas

The holiday season brings special joy to African-American families who celebrate Kwanzaa as well as Christmas. Kwanzaa, which is observed from December 26 through January 1, is a non-religious celebration that recognizes African-American heritage through the exchange of symbolic gifts. From the Swahili word meaning “first fruits,” Kwanzaa is viewed as a time to reaffirm ancestral ties and cultural identity through seven principles of hope and dignity.

“[Kwanzaa] promotes happy, well-adjusted families, and helps prepare children for the future...”

—Clara Johnson Scroggins



The Seven Principles observed during Kwanzaa are: unity, self-determination, collective work and responsibility, cooperative economics, purpose, creativity and faith. The holiday also has seven symbols that represent and support the Seven Principles. They are: *Mazao*, the fruits and vegetables symbolizing harvest time; *mkeka*, a straw mat representing history and tradition; *vibunzi*, ears of corn which represent each child in the family; *zawadi*, simple gifts given to children as rewards for promises they've kept through the year; *kikombe cha umoja*, a communal cup that symbolizes unity; *kinara*, a seven-branched candleholder symbolizing the continent and people of Africa; and *mishumaa saba*, seven candles,

each symbolizing one of the Seven Principles.

In 1995, A Celebration of Angels, a Keepsake Ornament Collector's Series incorporating elements of Kwanzaa, was first introduced.

“After reading about the Seven Principles of Kwanzaa,” explains Keepsake Ornament artist Patricia Andrews, “I was inspired to portray the message of hope and dignity through a young angel holding symbols of the Seven Principles. Each ornament is unique in design but united with a spirit of cultural relevance.”

According to ornament collecting authority Clara Johnson Scroggins, Kwanzaa is a way for African Americans to have a positive celebration that builds pride. “This

is a very good holiday celebration,” says Clara. “It promotes happy, well-adjusted families, and helps prepare children for the future, teaching them to have respect for others, save money, and be upstanding citizens in their community.”

Clara is enthusiastic about Patricia Andrews' work. “I absolutely adore A Celebration of Angels,” she says. “Traditional African colors, golden accents—and the expression of grace, charm, beauty, dignity and pride—are skillfully combined in Patricia's sensitive designs. They reflect that we are a people of virtue and help to bring different ethnic celebrations into the Christmas decorating world.”

WHAT A GOOD IDEA FOR CHRISTMAS AND YEAR 'ROUND!



Clara Johnson Scroggins recently shared some suggestions for enjoying your Keepsake Ornaments throughout the year.

Since most collectors already have their own ideas for enjoying Keepsake Ornaments at Christmas, Clara has provided some terrific ideas for other holiday celebrations.



"Don't forget about Thanksgiving! It's a wonderful time for families to gather together and a great time for creating table centerpieces with autumn-colored Keepsake Ornaments and natural materials like raffia, wheat and dried flowers."

©1995, Marjolein Bastin



"When you're packing up your ornaments, try sorting them into groupings for holidays throughout the year. You can even sort your ornaments into shapes. For example, try packing all your heart-shaped ornaments together for a Valentine's Day display."



"St. Patrick's Day is easier to decorate for than you might imagine. Just think of all the Keepsake Ornaments that feature green! An ivy wreath featuring Keepsake Ornaments and trimmed with a pot of gold and hot-glued coins will win the hearts of leprechauns everywhere!"



"Celebrate President's Day, Flag Day, the Fourth of July, Veteran's Day, or any federal holiday with a patriotic basket displaying all the Keepsake Ornaments that feature red, white and blue. You may be surprised just how many there are!" The 1992 "Honest George" Keepsake Ornament and this year's "Statue of Liberty" also are perfect for this type of display.

SPRUCE: THE FINAL FRONTIER

It amazed the Keepsake Ornament staff and captured the imagination of collectors at Artists On Tour. In fact, you might say it's out of this world!

"It" is a unique Christmas tree crafted by members of the Keepsake Ornament Technical Art team. "For the past two years, Lynn Norton has wanted to develop a tree to showcase our STAR TREK[®], STAR WARS[™] and space-themed ornaments," explains fellow Technical Art team member Ginger Shaw. "Once we got started, the whole team got involved!"

Besides Ginger and Lynn, the group included Technical Artist Steve Goslin and Kat Khalid. Keepsake Ornament Studio Artists Sharon Pike and Anita Marra Rogers joined in the fun, too.

The team envisioned using a black Christmas tree to simulate outer space. It took some searching, but eventually they special ordered the tree from a local Christmas decorations wholesaler.

While waiting for the tree to arrive, they spent their spare time working on other decorations. "I thought we could showcase the Keepsake Miniature Ornament set, 'The Vehicles of STAR WARS[™],' by making small planets," Ginger explains. "Lynn suggested we use leftover materials from other Keepsake Ornament projects."



Ginger, Steve, Kat, Lynn and Anita created 20 planets in all—none of them ever seen before!

Cyril Pope, who works in quality assurance at Keepsakes, provided the light strings for the tree, while Keepsake Ornament planning assistant Anne Breece gathered all the Keepsake Ornaments.

When the tree arrived, the team asked Hallmark's Creative Workshop staff to

assemble and reinforce it so that it could be transported to Artists On Tour with a full load of decorations.

"Sculpting the lunar landscape base was our next step," Lynn says. "At Steve's suggestion, I sprayed a foam modeling material on the base and left it overnight to dry."

The next morning, Lynn, Steve and Ginger started sculpting the base—often having to lie on the floor to work on hard-to-reach areas.

"Once the base was sculpted," Ginger recalls, "Kat and I spent the next day-and-a-half painting it." After the lights were added, Ginger describes the next step as "the fun part."

"Kat and I wired on all the ornaments, planets, 'dilithium crystals,' and other items we had chosen to achieve the special look we wanted," Ginger says. The crowning touch was Lynn Norton's magnificent tree topper.

Once completed, the tree was fitted with a crate and shipped out to

Artists On Tour. Ginger describes the pride the team felt when they saw the final result of all their efforts: "I think our idea came out better than any of us imagined!"

Editor's Note: Whenever you decorate, be sure to use fireproof materials. For a space-themed tree, colored glass or clear acrylic ornaments are available from Christmas supply stores.

MORE POPULAR THAN EVER!

Favorite Themes and Characters Create Club Edition Excitement



Club members are purchasing 1996 Club Edition Ornaments more quickly than usual this year. "Collectors said they wanted exciting Club Editions," says National Club Manager Lynn Wylie. "BARBIE®, Kiddie Car Classics and the Wizard of Oz™ seem to have really sparked interest among Club members."

In fact, many BARBIE® collectors are joining the Club this year in order to obtain the very first BARBIE™ ornament in the new Club-exclusive Collector's Series. "It's a dream come true for BARBIE® collectors!" Lynn says.

Ornament-collecting authority, historian and Charter Member Clara Johnson Scroggins believes strongly that "...no one's

collection is truly complete without the 1996 Club Edition Ornaments."

"This is your only opportunity to get in on the new Club-exclusive series featuring BARBIE—from the very beginning—by purchasing the first-in-a-series Club Edition," she says. "It's also your only chance to obtain the very popular Kiddie Car Classics ornament and the Wizard of Oz™." As Clara says, "No Wizard of Oz™ collector should be without this year's Wizard of Oz™ design!"

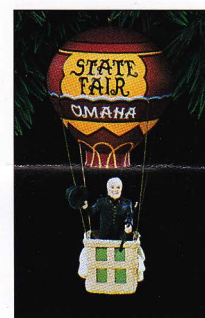
Patricia Andrews, the Keepsake Ornament Studio Artist who sculpted the Club Edition ornament featuring BARBIE gives a bit of history behind the design: "The ornament is based on the very first Happy Holidays® BARBIE® doll that Mattel made back in 1988," she says (see photo, left). "I studied the doll very carefully to be sure I was as faithful to the original as possible."

According to Keepsake Ornament Creative Product Designer Candy Dunbar, the Happy Holidays® BARBIE® doll is offered annually by Mattel. "Since the Holiday BARBIE™ Keepsake Ornament series—which debuted in 1993—is designed to depict the current year's doll, it seemed like a great idea to offer Keepsake Ornaments based on the pre-1993 dolls in a new Club Edition series," she explains. "Otherwise, the early designs would never have been offered as Keepsake Ornaments!"

The Kiddie Car Classics Club Edition ornament is also based on a highly popular

design. "The 1937 Steelcraft Auburn by Murray® was our first Luxury Edition design," explains Brenda Cherpetel, the Marketing Strategist for the Kiddie Car Classics collectible line. "It was also our very first limited edition design to sell out in less than a year."

Don Palmiter, the sculptor of that history-making Kiddie Car Classics collectible, also created this year's "1937 Steelcraft Auburn by Murray®" Club Edition Ornament. "It was fun to see how much of the original details we could include in the smaller, ornament-size design," Don says.



"The smaller they get, the cuter they get!"

Wizard of Oz™ collectors will enjoy this year's Club Edition Ornament depicting the wizard taking off for "E Pluribus Unum" in his hot-air balloon. "Most people remember that

scene from the movie," Anita says. "It was great to work on a classic!"

If you're new to the Club and haven't already ordered your 1996 Club Edition ornaments, the "Club Edition Q & A" below tells you how. Don't miss out!

CLUB EDITION Q & A

- Q.** I'm a new member and have never ordered Club Editions. How does it work?
- A.** Take your Club Edition order form, located in your 1996 membership kit, to your Hallmark retailer **prior to the published deadline of May 1, 1997.** (If you purchased your 1996 membership kit at your Hallmark retailer, your order forms will be mailed directly to your home.) *Remember: There is a limit of one Club Edition Ornament per design, per membership.*
- Once your retailer places your order, the Club will send you

a confirmation postcard. The postcard lists the ornaments ordered and the retailer location. It also lists a time frame in which you can expect a call from the retailer. Once the ornaments arrive at the store, your retailer will notify you. If your retailer has not contacted you by the end of the time frame listed, please check with them.

- Q.** I ordered one of the Club Edition Ornaments and I no longer have my order form. Can I still order the other two designs?
- A.** Yes you can! If you no longer have your Club Edition form, just ask your retailer to assist you or write to the Club address on the back page of this newsletter to request a new form.

COLLECTIBLES UPDATE

BARBIE®... Always in Style



From one romantic season to another, BARBIE™ is always in style. This season's Yuletide Romance™ BARBIE® doll, elegantly dressed in an emerald green gown, is ready to celebrate the holidays.

Anticipating this nostalgic time of year,



members of the Hallmark creative staff researched the Hallmark Archives and Design Collections. They discovered a romantic greeting card from the early 1900s, which inspired the Yuletide Romance™ BARBIE® doll, (available now at Hallmark Gold Crown stores) the

third and final doll in a series of Special Edition BARBIE dolls created exclusively for Hallmark.

Soon after the holidays, it's time to prepare for the next romantic occasion: Valentine's Day! For this special day, Sentimental Valentine™ BARBIE® doll is dressed in a crimson gown trimmed with delicate lace. She will be available in participating Hallmark Gold Crown Stores beginning in January 1997.

The design of the Sentimental Valentine™ BARBIE® doll, second in the Be My Valentine Collector Series™, was inspired by an antique image found in the Hallmark Archives. In the original scene from the 1830s, a time period remembered as the "Golden Age of Valentines," a beautiful young woman is at her window, holding a precious envelope symbolic of the centuries-old tradition of exchanging valentines on February 14. Her valentine contains a romantic message intended for her heart's desire.

Both the Yuletide Romance™ BARBIE® doll and Sentimental Valentine™ BARBIE® doll come with miniature reproduction greeting cards, and are available exclusively at Hallmark Gold Crown Stores.

Be sure to look for other BARBIE™ products at your participating Hallmark Gold Crown store, too. Don't miss the fourth Keepsake Ornament in the Holiday BARBIE™ series, and the BARBIE™ ornament featuring the "Enchanted Evening" fashion, third in the BARBIE™ Keepsake Ornament series. Both were sculpted by Patricia Andrews.

More Hallmark-exclusive BARBIE™ collectibles will be introduced during 1997.

KIDDIE CAR CLASSICS RETIREMENTS

This list represents all the Kiddie Car Classics retirements to date. The most recent retirements are listed first.

QHG9017	1959 GARTON® Deluxe Kidillac	9/96	QHG9006	1955 Murray® Fire Chief	1/96
QHG9019	1961 GARTON® Casey Jones Locomotive	10/96	QHG9009	1941 Steelcraft Spitfire Airplane	1/96
QHG9024	1937 Steelcraft Airflow by Murray®	9/96	QHG9010	1955 Murray® Fire Truck	1/96
QHG9029	1935 Steelcraft by Murray®	9/96	QHG9020	1950 Murray® Torpedo	1/96
QHG9015	1939 Steelcraft Lincoln Zephyr	7/96	QHX9094	1956 GARTON® Kidillac	12/94
QHG9021	1937 Steelcraft Auburn	4/96	QHG9004	1955 Murray® Tractor & Trailer	12/93
QHG9002	1955 Murray® Red Champion	3/96	QHG9001	1955 Murray® Fire Truck	10/93
QHG9011	1955 Murray® Dump Truck	3/96	QHG9003	1941 Murray® Pursuit Airplane	10/93
QHG9005	1968 Murray® Boat Jolly Roger	2/96	QHG9012	1953 Murray® Dump Truck	10/93
QHG9007	1955 Murray® Ranch Wagon	2/96	QHG9008	1955 Murray® Blue Champion	10/93

SPRING ORNAMENT PREVIEW



Calling all Early Birds! As a Club member, you're among the first to preview the Keepsake Ornaments that will arrive next spring.

Two new series are featured in the collection of 18 designs. BARBIE™ will be appearing as a favorite fairy tale heroine in the first edition of a new ornament series inspired by the Children's Collector Series of BARBIE® dolls. And authentically styled Sidewalk Cruisers will be wheeling into view, re-creating popular models from the Hallmark Kiddie Car Classics collection of tricycles, scooters and wagons.

The first in the BARBIE™ Children's Collector Series, based on the BARBIE® as Rapunzel doll, is also the first BARBIE™

sculpted by Keepsake Ornament artist Anita Marra Rogers. "My four-year-old daughter Ali is really into BARBIE dolls now, so it was especially exciting for me to work on this design," says Anita. "I love the idea of starting a collection for her—and for everyone who loves BARBIE."

Keepsake Ornament artist Dill Rhodus sculpted the Velocipede in the Sidewalk Cruisers series. "Of all the tricycles I've seen, I think this design is the coolest," he says. "The front wheel hub and the fins on the back wheels give it a very 1950s look. I was surprised this is actually a 1935 model—it really has a futuristic look."

Nine other Collector's Series are continuing this year. Five of them, including Springtime

BARBIE™, are making their final appearance.

In other news, the collection name has been changed from "Easter" to "Spring," reflecting the enjoyment collectors find in displaying designs throughout spring and into summer.

Because this is an important season for sharing memories and traditions, Easter and inspirational themes will continue to be an important part of the collection.

For a complete look at the 1997 collection, see the *Spring Pictorial Review* enclosed with this *Courier*. The review also shows every spring ornament offered since the line began in 1991.



1996 Murray Inc.®

A SNEAK PEEK AT ED SEALE'S "FARMER'S MARKET"

If you enjoy fresh veggies, you're likely to agree with Keepsake Ornament artist Ed Seale: "Nothing tastes quite as good as when they've just been picked, fresh with the morning dew!"

Ed recalls that his parents often bought produce at farmers' roadside stands. His memories are the inspiration for the 1997 Club Edition "Farmer's Market." 1997 Club members will have the opportunity (but not the obligation) to purchase this exclusive Club Edition Tender Touches Ornament (and two other 1997 Club Editions). **The order form will arrive with the 1997 Club membership kits.**

Editor's Note: Please don't blame Ed if this design makes you hungry at a time when the roadside stands in your area are closed for the season. After all, harvesting memories is what collecting is all about!



"Farmer's Market," a Club Edition design available to 1997 Club members, complements the three-piece Tender Touches set, "Bumper Crop," in the 1997 Spring Collection.

WARM CHRISTMAS GREETINGS!



*From,
Your Friends
At Keepsakes*

Not pictured: David Beal, Katrina Bricker, Lori Edmonds, Bob Heckert, Marilyn Hutcherson, Jim Kolstad, Michelle Ostermueller, Lynn Paxson, Cindy Ruoff, Ed Seale, Peggy Sixta.

REMINDERS

1996 Club Deadline

Remember: All 1996 Club membership applications and renewals must be post-marked by **December 31, 1996**.

1997 Club Program

Watch your mailbox in early spring (no need to hang around your mailbox before then!) for the unveiling of the 1997 Club program! Renewal notices and multi-year kits will begin mailing to members in early spring.

Contacting the Club

If you need to notify the Club of a change in your address, or wish to send us a letter, contact us at the address below. Please include your membership number in all correspondence with the Club.

Hallmark Keepsake Ornament
Collector's Club
P.O. Box 419034
Kansas City, MO, 64141-6034

FOR YOUR INFORMATION

Although we always try very hard to avoid them, mistakes sometimes occur during the production of Keepsake Ornaments. We wanted you to know about the following:

The TIE Fighter (with the hexagonal wings on its sides) in the Keepsake Miniature Ornament set, The Vehicles of STAR WARS™, was initially produced with the hook mounted on the bottom side. A correction was done during production, so we don't know how many ornaments have the hook on the bottom. The photo on the ornament packaging shows the correct hook placement for this ornament. *The Dream Book* photo shows an incorrect version.

The "Mom" ornament which appears on page 30 of the 1996 *Dream Book*, was sculpted by Joyce Lyle. *The Dream Book* and the packaging both list Joyce's name. LaDene Votruba's name was mistakenly printed on the bottom of the ornament. All of these "Mom" ornaments were produced this way.

Also, please note that the 1996 NFL Collection ornaments were sculpted by Duane Unruh. *The Dream Book* is correct, however, the ornament boxes carry Bob Siedler's name.

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KEEPSAKE ORNAMENT TREASURY

In response to member requests, the Club updated the *Hallmark Keepsake Ornament Treasury* in 1995. After receiving very little response to the offer, the Club announced in a flier sent to all Club members with the March/April and June issues of the *Courier*, that 1996 would be the last year for the *Treasury*. The flier also noted that the offer was "good only while supplies last."

All *Keepsake Ornament Treasury* supplies have now sold out. There are, however, other methods of keeping track of each year's collection such as using the *Dream Book*. The *Dream Book* includes all current year Keepsake Ornaments (including Special Issues) and the artists' names. Brochures for Merry Miniatures and Spring Keepsake Ornaments also contain the artists' names.

We sincerely apologize for any disappointment or inconvenience the discontinuation of this program may have caused.

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Keepsake Ornament
Collector's Club
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